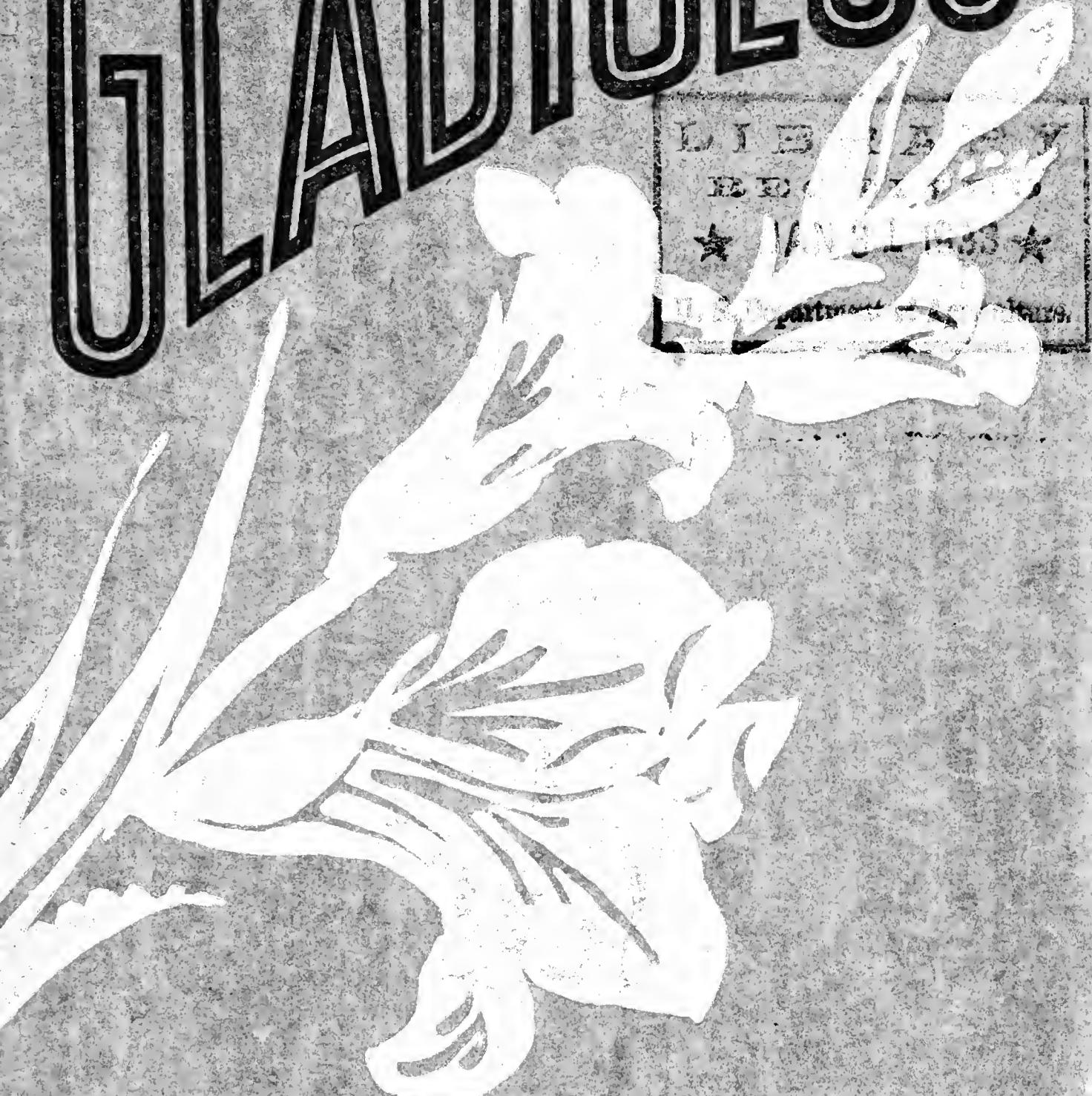


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# GLADIOLUS



A. H. NICHOLS

Santa Maria Bulb Gardens

Santa Maria, Santa Barbara County, California



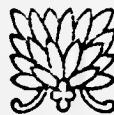
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A. H. NICHOLS

SANTA MARIA BULB GARDENS

Santa Maria, Santa Barbara County

California



Member

American Gladiolus Society  
California Gladiolus Society

EUGENE S. KELLOGG  
Agricultural Commissioner

P. O. BOX 552  
Telephone 3600

**Santa Barbara County**  
SANTA BARBARA  
CALIFORNIA

August 27, 1932

TO WHOM IT MAY CONCERN:—

This is to certify that during the present growing season the gladiolus plantings of A. H. Nichols, Santa Maria Bulb Gardens, Santa Maria, California, have been carefully inspected by this office and no evidence of thrip or other serious pest or plant disease has been found.

Signed—

Eugene S. Kellogg  
Agricultural Commissioner

# GLADIOLUS

1933

**G**LADIOLUS GROWING is a delight to those who already have them in their gardens or a glorious adventure to those who grow them for the first time. With this in mind we send out our 1932-33 Catalogue.

Each year in compiling it we think we have given our readers all the information they care for, only to find during the blooming season, when we have hundreds of visitors, there are still some hints they would like to have on growing, digging, storage or color.

Nothing has been improved more than the gladiolus. You can have in clear beautiful colors, huge flowers on tall spikes or finely shaped and placed varieties for baskets or vases or the exquisite small flowered kinds for bowls on your table. In old days the primulinus ran to muddy dull colors or mixed ones with few open at once, but by choosing named varieties you can have the most beautiful clear tones of color with five or more florets open on a long spike. Truly there is a gladiolus for every taste.

We find on large estates that the trained gardeners who grow gladiolus for house decoration are taking advantage of the carefully selected sorts in order to have just the right colors for the house, or the right size for the table.

**Many Prizes  
Won at Show  
This Year**

We want to thank many of you who have sent us pictures of your gardens with the flowers from our bulbs and have written us of the prizes you have won on them.

As many of you know, at the annual show of the California Gladiolus Society held at the Los Angeles Biltmore Hotel in June we were awarded "The Sweepstake Prize for the Best Display of the Show" (a gazing globe and pedestal for our gardens given by Fraser & Son, Pasadena), as well as many blue and red ribbons. All of the flowers shown had traveled 200 miles on a hot June day. Which is further proof of the keeping qualities of gladiolus when cut.

Our customers often tell us that their flowers from our bulbs are far finer than the blooms we show, but fail to realize we usually sell all our large bulbs and plant small sizes for growing on into large ones. Then, too, the quality of the bulb has as much to do with the flowers as the size of the bulb.

We feel that our long growing season — we plant in February — the equable summer, the long pleasant fall, all go to make bulbs of fine texture, high crowned and full of vitality — more so than if we planted late and dug early to avoid rains or frosts. Then, too, we dig our bulbs very carefully to avoid bruising; cure them in the mellow sunshine, store them in our specially built store room until shipped to you.

**Growing Habits  
Are Thoroughly  
Proven**

No variety is catalogued until a thorough trial has been given it to prove its *growing habits, keeping qualities when cut, clearness of color and productivity*, for unless it has these qualities it is too bad to waste space, water and time on it. There are too many fine varieties to be had at little expense. We often wonder why some gardens have mediocre sorts when the rest of the place shows selection.

In our out of doors showroom, during our blooming season we keep spikes of each variety as well as arrangements in baskets so that our visitors are able to make color comparisons as they could not do in the fields, and also pick out the ones they prefer, for there are many shades of each color. Someone said, "It is a living catalogue."

You and your friends are always welcome even when there are no flowers to show. We like to have you inspect our store rooms and talk over garden subjects. Our gardens are directly on the Coast Highway — U. S. 101, one mile south of Santa Maria. We will also be glad to give you any help we can in making a choice of bulbs, for try as we may, catalogue descriptions do not always seem to convey the colors with their infinite variations — such as the use of "striped" to tell you of the lovely dashes of scarlet on the pink of Mrs. Leon Douglas, or the wonderful blend on the petals of W. H. Phipps, "marbling" as an English woman put it.

**Planting Time  
Depends on  
Climate**

When to plant is largely a matter of where you live, for Gladiolus do not like cold ground. The best time is when the weeds start, for pests that they are, they know when growing time comes. In Southern California plant any time of year if you have bulbs that have been dormant two months or longer.

If you have heavy soil, sand will help, not sandy soil, but sand such as builders use. If you can prepare the place where you expect to plant the bulbs ahead of time, bonemeal, the finer ground the better, or any good fertilizer can be mixed with the earth but be sure it is well mixed or particles of it may be washed against the bulb and burn it. Do not use fertilizer at planting time unless you scatter a light dressing over the top of

the earth, to be dissolved by the time the bulbs are up and the roots ready to use it.

Do not use manure near any bulb unless old and well decayed. Plant away from trees and shrubbery as Gladiolus like sunshine. It is a temptation to plant among shrubbery with the picture in mind of the bloom stalks coming up among the greenery, but the roots of the strong plants use much of the moisture and it is hard to withdraw moisture and ripen off the bulbs.

Plant from three to four inches deep, large bulbs deeper than small ones, and about six inches apart, a bit deeper if the soil is sandy than on heavy. Staggered in a  $\begin{array}{c} * \\ * \\ * \\ * \\ * \end{array}$  trench like a checker board three rows wide  $\begin{array}{c} * \\ * \\ * \\ * \\ * \end{array}$  gives a better appearance than a single row and  $\begin{array}{c} * \\ * \\ * \\ * \\ * \end{array}$  helps make staking unnecessary, but the tall sorts with many open at once, if you are not cutting them will need support. A stake at each end of the row with twine or wire stretched between and the single spike tied to this shows very little and gives good support. Over-fertilizing will tend to make them "flop," too. But the better sorts have fine straight stems that stand up well.

**Use Some  
Fertilizer for  
Large Flowers**

If you wish to increase the size of your flowers work in some fertilizer around the plants when they are eight or nine inches high and again when the flower spike begins to show. Plenty of water is necessary too. We have found that a plant has seven leaves before the bloom spike shows and it is then about three weeks before the flowers are at their best. But remember that large florets are bred in the variety and no amount of fertilizer or care can make the flower of a smaller typed sort grow to the size of the newer large sort. It will improve the spike a lot, but size is in the variety.

When cutting flowers use a knife with a small blade, leave at least four leaves or else you damage the bulb for next year. With a little practice you can run your knife blade down along the stem and get a long one and not cut a leaf. In fact it is better to cut the flower spike carefully than to let the flower bloom clear out and the stalk ripen seed. If you do not use the flower for cutting, top it later to keep it from forming seed.

**Bulbs Must  
Have Chance  
To Ripen**

We are often asked: "How long shall I water after the bulbs bloom?" If you will examine a plant you will find this is when the new bulb makes most of its growth.

So water for a month or more, in fact, until the leaves begin to turn brown, then withdraw water if you can and let the bulb and bulblets ripen. Some varieties ripen more quickly so it is hard to give any set rule, but it is best to dig before they die clear down, *never pull the tops off or the bulbs up*, dig them. If other things need heavy watering or the space is needed you may dig somewhat green and the bulbs will be all right.

Cut the stem off half an inch from the bulb, spread out to dry in the sun (cover lightly with the old tops to avoid any danger of sun burn) for a week or ten days. They should then be cured enough for the old bulb to be easily removed, otherwise let them dry out some more; never pry the old bulb away. Some people leave their bulbs in the ground more than one year, but you will have better flowers and earlier bloom if they are dug and allowed to cure and become entirely dormant; they also decay easily if left in the wet ground.

**Care After  
Digging Bulb**

Dig your bulbs carefully, store in a cool place in open boxes, but do not have the bulbs more than three inches deep. In frostless climates dampness and heat must be avoided. Where there is danger from frost or freezing any place where canned fruit could be stored will be suitable. A dark place retards sprouting. But do not store in paper sacks with the top closed, or any container without ventilation. If you are not planting bulbs you buy soon after they arrive, be sure to open the sacks so they may get some air. Much has been written about bulb diseases but by starting with clean bulbs, carefully dug, well stored, the chances of trouble will be few.

**Bulblets Will  
Require More  
Water**

The last two years in many parts of the country Gladiolus lovers have had trouble with thrip which ruined their plantings. Our fields are the only ones in this part of the country and neither the government inspectors nor ourselves have found any trace of these pests in frequent inspections.

The bulblets which you find on the roots of the bulb will flower like the bulb from which they came. It is a good plan to soak them two or three days before planting and sow them like peas in a trench, about two inches deep. Some will bloom the first year. They require more water than the larger bulbs. Where space and water are at a premium it is well not to put in too many bulblets and wait so long for a really worth while spike, except in the case of rare or expensive varieties.

See page 26 for new varieties.

**New Ground  
Is Not  
Necessary**

We find some people make the mistake of thinking Gladiolus must be planted on absolutely new ground each year. Commercial planters must do this in order that their stock will be true to name, as the small bulblets that are left in the ground at digging time would grow the second year and mix the varieties so they could not be sold by name.

We are often asked concerning the pronunciation of our flower. The American Gladiolus Society voted to use the word Gladiolus, both for singular and plural and most of the growers are so doing. (Glad-e-ó lus).

And, "How many bulbs will I get from the bulb I plant?" This varies, but you get one for each bloom spike, some bulbs throw one, some two and we have had five and six. Of course there is always the bulblet increase, too, but even if you have many bulbs there is *always a thrill about new varieties*. A garden is like a house. It gets out of date in these days of so much improvement along every line.

**Best  
Varieties**

"What are your best varieties?" Price is not a consideration in this. We try to keep up with the advancement being made in varieties and offer the best available in their class and color. THE BEST may be an old well known variety in a certain color or a new, scarce variety in another. Souvenir, Phipps and Picardy are good examples of this.

**Sizes**

If you want the best bloom to be had — usually a large bulb will produce it. Large bulbs average  $1\frac{1}{2}$  inches in diameter, but a medium bulb (1 inch) will give a creditable bloom, the spike will not be quite so tall nor will there be quite so many open at once, but they are less in price. In fact

a young medium bulb will produce a far finer spike than an old overgrown one which is sold as a "bargain" and is far from one when it puts out a poor spike of bloom. Do not buy bulbs, or anything else, on price alone. Be sure the firm from which you buy will make good, if anything goes wrong. We all make mistakes sometimes, we do not know of anyone who does not; but if you will notify us we are only too glad to correct ours.

For prices in lots of 100 of one variety send for special price list.

Following the list of varieties you will find some special offers and if there are any questions you would like to have answered, we shall be glad to have you write us.

Until we can serve you further.

Most sincerely yours,

A. H. NICHOLS.

Before ordering turn to page 27.

# LIST OF VARIETIES

## ADA DE POY

Large 12 for 60c;  
Medium 12 for  
45c.

A very beautiful small flowered clear bronzy apricot, long graceful spikes of well placed florets. An elegant exhibition or cut flower — Fine for bowls as the individual flowers are of such a beautiful shape. For this we recommend using the medium sized bulbs. In SUNROOM MIXTURE.

## AIDA

Large 12 for  
\$1.00;  
Medium 12 for  
50c.

Rich blue purple with dusky red-violet blend in throat. Very early and very prolific.

## ALICE TIPLADY

Large 12 for 75c;  
Medium 12 for  
50c.

We grow the "Improved," a pinker orange than the original variety, a fine orange saffron. Tall straight spike, more flowers open at once, too. Early, fine substance and good sized flowers.

## ANGEL'S DREAM

Large 25c each;  
12 for \$2.00; Med-  
ium 12 for \$1.00.

A warm light apricot pink, almost self color. Many open at once, a wonderful spike of bloom from a large bulb. Stems sometimes weak.

## APRICOT GLOW

Large 12 for 60c;  
Medium 12 for  
45c.

A clear warm apricot shade, blooms large, wide open, well placed, larger flowers than Ada de Poy. Quite butterfly-like.

## ANNA EBERIUS

We have discontinued growing this as Charles Dickens is so much finer in the same color.

## AVE MARIA

Large 15c each;  
12 for \$1.50; Med-  
ium 12 for 75c.

Blended violet blues of soft shades, with red violet throat with a dash of white half way down the lower petals. Well shaped florets, well placed — Medium height.

**BABY MINE**

**Large 12 for 60c;  
100 for \$3.50;  
Medium 12 for  
45c.**

A very early, tall growing luminous La France pink with white throat, which makes a fine plume of graceful flowers five or more inches wide. Exquisite for cutting and floral work, so many open. Good keeper. In Santa Barbara it proved a good winter bloomer.

**BETTY NUTHALL**

**Large 12 for  
\$1.00; Medium 12  
for 50c.**

One of the most popular everywhere. This orange pink with soft yellow throat, with beautifully penciled lines of a darker shade. Grows five feet or more tall, many open at once. Many times a prize winner. Increases rapidly. Rather late bloomer.

**BLUE DANUBE**

**Large each \$1.25;  
Medium each 80c.  
For smaller sizes  
see page 26**

Clear amethyst blue with darker blue throat blotch. Large straight spike carrying many well placed and faced blooms. Not as "near blue" as Konynenburg but better placement of flowers on stem.

**BLUE  
TRIUMPHATOR**

**Large \$2.00 each;  
Medium \$1.00 "  
See page 26 for  
other sizes.**

A huge light lavender blue, often eight inches across. Much larger than Heavenly Blue, but not so blue in tone; with us rather pale but pleasing. If you like soft shades and large flowers of good texture, you will like it.

**CHARLES DICKENS**

**Large 12 for  
\$1.00; Medium 12  
for 50c.**

If you like the warm tones you will like this one. Red purple, soft wine red under lights or in the sun in your garden. Tall, with 6 or 8 well placed velvety flowers open at once. Always comes with a straight spike. Very popular with florists. We won a blue ribbon on a basket of this at the CGS Biltmore Hotel Show, as did another dealer. Arrangements with yellow flowers add to its beauty.

**COMMANDER KOEHL**

**Large 25c each;**  
**12 for \$2.00; Medium 2 for 25c;**  
**Small 10 for 60c;**  
**Bulblets 25 for 50c.**

- This is a real attention getter. It throws huge spikes with large wide open blooms of brilliant, deep scarlet red with no markings or blotches. Six to seven open. The bronze spike adds beauty too.

**CORAL PRIM**

**Large 12 for 60c;**  
**Medium 12 for 45c,**

A clear coral pink of smaller flowered type — fine for baskets or bowls where the lighter and more graceful spikes are desired. In SUNROOM MIXTURE.

**CORYPHEE**

**Large 15c each;**  
**3 for 40c; 12 for \$1.25; Medium 12 for 75c.**

A camelia-like flower of clearest soft pink; no words can describe its waxy beauty — the white throat and ruffled buds add to its charm. The single flowers with fern or asparagus make charming corsages.

**DON OF PERALTA**

**Large 12 for 75c;**  
**Medium 12 for 50c.**

A tall showy crimson red with straw yellow blotches. Fine for Spanish effects. Cut with a clear yellow you will like the combination.

**DOROTHY SIMPSON**

**Large 15c each;**  
**12 for \$1.50; Medium 12 for \$1.00.**

A soft pink finely shaped flower on a tall spike, well ruffled at the edge of the petals. Persian lilac tones in the shadows, the same pink ruffled edges on the lower soft yellow petals, dusky red blending in the throat. Very much pastel shades.

**DR. F. E. BENNETT**

**Large 12 for 75c;**  
**Medium 12 for 50c.**

The well known bright scarlet vivid and vigorous. Best in its class. Won a blue ribbon for us at the CGS Show this June as "best basket red."

**DR. MOODY**

**Large 12 for \$1.00; 100 for \$4.00; Medium 12 for 50c.**

A good early lavender more pink than Minuet, taller and not quite such a fine flower; earlier blooming so that by planting both varieties you can have this beautiful color in your garden over a long season.

**DR. NELSON  
SHOOK**

**Large 12 for 75c;  
Medium 12 for  
50c.**

Tyrian Rose, a warm American Beauty shade with a lighter throat; good sized flowers well ruffled and many open at once, a massive spike.

**E. J. FARRINTON**

**Large 25c each;  
12 for \$2.50;  
Medium 15c each;  
12 for \$1.00.**

A new yellow, with finely placed, delightfully ruffled florets; it is a shade of yellow we have not had before; hard to describe, correctly named it is pitric yellow which is a sulphur shade not at all pale but cool and fresh looking.

**EMILE AUBRUN**

**Large 12 for 75c;  
Medium 12 for  
50c.**

A very large wide open flower, unusual and hard to describe. Fuschia shades—gray overtone, brilliant cherry blotch. Might be called a red smoky, decidedly different and a good keeper.

**ETHELYN**

**Large 12 for 75c;  
Medium 12 for  
50c.**

A fine bronzy yellow of *Primulinus grandiflora* type, tall and graceful. Good sized florets. Fine any place. Arranged with other colors or used alone you will like it.

**FRANK J. McCOY**

**Large 15c each;  
12 for \$1.50;  
Medium 12 for  
\$1.00.**

Large rose pink with brilliant scarlet blotch on lower petals. A very long, striking spike with ten or more blooms open at once. Fine cut flower.

**FREDERICK  
CHRIST**

**Large 25c each;  
12 for \$2.00; Med-  
ium 15c each.**

Very large flowers of a delicate pink, edges a shade or two deeper, soft canary yellow throat. Long spike, and tall growing.

**GAY HUSSAR**

**Large 12 for 75c;  
Medium 12 for  
50c.**

A clear salmon orange with shades of darker orange in the throat; tall, well placed, fine shaped flowers.

**GLORIANA**

Large 12 for 60c;  
Medium 12 for  
45c.

Well named clear salmon of a lovely shade, many open, good spike. Good in every way, rather early and we have been told it forces well.

**GOLDEN AMBER**

Large 12 for 75c;  
Medium 12 for  
50c.

A lovely yellow that its name suggests, some of the spikes will crook, but its amber shading makes it a charming color. Fine with Orange Butterfly. In SUNROOM MIXTURE.

**GOLDEN DREAM**

Large 12 for 75c;  
Medium 12 for  
50c.

A beautiful deep yellow, no markings. Several blooms open. Very tall, straight, vigorous plant. Not so large flowered as some but a clear beautiful color. Later than Souvenir if from same sized bulb planted at the same time.

**GOLDEN FRILLS**

Large 12 for 75c;  
Medium 12 for  
50c.

A ruffled, frilly "sassy" golden yellow prim with pink lines in the throat. A vase of sunshine. In SUNROOM MIXTURE.

**HEAVENLY BLUE**

Large 12 for  
\$1.50; Medium 12  
for \$1.00.

A clear light lavender blue with darker lines in the throat, in some climates it is almost too light a shade but like the little girl with the curl, when it is good it is very good.

**HELEN WILLS**

Large 12 for  
\$1.00; Medium 12  
for 75c.

A large white that opens with a canary flush, but blooms out a clear white. Very popular and lily-like. With us the most useful white. Taller than most whites.

**IMPROVED  
TIPLADY**

Large 12 for 75c.  
Medium 12 for  
50c.

See Alice Tiplady.

**JOERG'S WHITE**

15c. each; 12 for  
\$1.50.

An extra large flowered creamy white with red throat lines. Fine for exhibition.

**J. T. PIRIE**

See Pirie.

**KING ARTHUR**

Large \$10.00 each;  
 Medium \$6.00  
 each.

An immense ruffled lavender, the shade of rosy lavender often seen in hyacinths. When well grown it is wonderful. Tall spikes and wide open florets. Fine "show" variety.

**KIRCHOFF'S  
NEW VIOLET**

Large 12 for 75c;  
 Medium 12 for  
 50c.

Tall, early, warm red violet, the color you so often see in Italian velvets; its texture is also like velvet. Popular with our visitors especially when grown or cut with a yellow.

**LOS ANGELES**

Large 12 for 75c;  
 100 for \$3.00;  
 Medium 12 for  
 50c.

The well known shrimp pink with orange tones. Popular as a cut flower because it is early and prolific.

**MAGNA BLANCA**

Large 50c each;  
 12 for \$4.00;  
 Medium 12 for  
 \$2.50.

This huge exhibition white has a sulphur blend on the lower petals that gives it an ivory white tone. Makes wonderful baskets on account of the many huge flowers open at once. In spite of their size the spike is very graceful.

**MAMMOTH WHITE**

Large 25c each;  
 12 for \$2.00; Med-  
 ium 15c each; 12  
 for \$1.00.

Immense pure white, six or more inches across each floret; five or six open. Good keeper when cut. When well grown should win on any show.

**MARMORA**

Large 10c each;  
 12 for \$1.00; Med-  
 ium 12 for 75c.

A tall stately lavender gray with petunia purple blotches on three lower petals, opens wide and many at a time. Most unusual; makes you think of gray georgette, no description does it justice. It is a clear color, not a smoky.

**MINUET**

Large 10c each;  
 12 for \$1.00;  
 Medium 12 for  
 75c.

A winner at shows, in the garden, or as a cut flower. This large flowered clear orchid lavender is a joy to grow, with its beautiful placement and waxy texture. It blooms later than Moody from same sized bulbs.

**MOTHER  
MACHREE**

Large 25c each;  
12 for \$2.00;  
Medium 15c each;  
12 for \$1.50.

Another hard to describe. Light gray with flashes of grenadine pink, sunset colors, yellow throat that makes it look as if lighted within. Fine spike and beautifully shaped and placed flowers. Very different.

**MRS. FRANK  
PENDLETON**

Large 12 for 75c;  
100 for \$3.50.

The well known pink with red blotch. The one you see in every florist's window.

**MRS. JOHN S.  
WOOD**

Same as Mrs. Leon Douglas.

**MRS. LEON  
DOUGLAS**

Large 12 for  
\$1.00; Medium 12  
for 50c.

Huge begonia rose, splashed scarlet. Many times winner as "Largest flower in the show." Should be in every garden. Tall, showy and good. It blooms ahead of Phipps, so you need them both.

**MRS. F. C. PETERS**

Large 12 for 75c;  
Medium 12 for  
50c.

A good shaped flower of amaranth - pink with a rosy purple blotch. The whole effect is a pink lavender. Late blooming.

**MRS. FRANK  
WHITE**

Large 12 for  
\$1.00; Medium 12  
for 75c.

A long spike of Phipps-like white florets, many open at once. Shaded or tinted with pink, but effect is white.

**MRS. VAN  
KONNENBURG**

Large 12 for  
\$1.00; Medium 12  
for 50c.

Pronounced Ko-nine-n-burg—in case you are not sure (we were not). This is the wisteria blue that is the most popular of all the "blues" we grow. Tall, good sized flowers and as the spike opens out the color still is a delightful blue. Always wins for us at the shows. Is beginning to find its way into florists shops as it becomes more plentiful.

**NANCY HANKS**

**Large 12 for 75c;**  
**Medium 12 for**  
**50c.**

Rich apricot orange pink with grenadine tongue. Six or more florets open at one time, fine placement and substance. Vigorous grower and rapid multiplier. A splendid cut flower.

**ORANGE  
BUTTERFLY**

**Large 12 for 75c;**  
**Medium 12 for**  
**50c.**

A new orange primulinus, really tangerine shading through orange to yellow down in the throat. As many as eight or more butterfly-like flowers open at once on a long graceful bronzy spike. A decided "hit" with our visitors. In SUNROOM MIXTURE. If you can cut it with purple leaved plum you will enjoy it.

**ORANGE QUEEN**

**Large 12 for 60c;**  
**Medium 12 for**  
**45c.**

Beautiful soft light orange, deeper at the edges, orange-red lines in the throat. Tall, clean grower. Good sized flowers, four to six open. Has won as "best orange" four years in succession at the Cal. Gladiolus Show.

**PATRICIA CARTER**

**Large 12 for 75c;**  
**Medium 12 for**  
**50c.**

This lovely shell pink flower of waxy beauty with the small type flowers and white throat makes delightful bowls for table decoration and corsages where larger florets would be out of scale.

**PAUL PFITZER**

**Large 12 for**  
**\$1.00; Medium 12**  
**for 75c.**

A vivid purple violet, darker and more blue in tone than Charles Dickens. Very velvety.

**PERSIA**

**Large 12 for**  
**\$1.00; Medium 12**  
**for 50c.**

Deep red, dark enough to appear almost black, in fact the buds are like black velvet. Not so tall as some varieties. Very popular with our masculine visitors.

**PFITZER'S  
TRIUMPH**

**Large 12 for**  
**\$1.00; Medium 12**  
**for 50c.**

A giant flower on a giant spike. Orange red with small darker orange spot on lower petals. The huge flowers are well placed, open flat and keep well. Very good.

**PICARDY**

No. 1 each--\$2.50  
 No. 2 " -- 2.00  
 No. 3 " -- 1.50  
 No. 4 " -- 1.25  
 No. 5 " -- .75  
 Bulblets 12 for  
 \$2.00.

A most sensational flower of delicate apricot pink. This fine new gladiolus has many large blooms open at the same time. The individual florets are all extremely large, slightly ruffled and of heavy wax-like substance. Has created a sensation practically every time exhibited. Picardy is unquestionably one of the most outstanding recent introductions.

**PIRIE, JOHN T.**

Large 12 for 75c;  
 Medium 12 for  
 50c.

This is hard to describe. Well liked in our showroom, Mahogany brown shading to mauve, butterfly markings of red bordered gold in throat. Tall and outstanding, decidedly different. The florets are of medium size.

**PHIPPS**

See W. H. Phipps.

**PRIDE OF  
PORTLAND**

Large 12 for  
 \$1.00; Medium 12  
 for 50c.

Rose Doree or pure begonia rose—someone said flamingo pink—with a white throat. The white bloom stalk adds to its beauty but its leaves are green.

**PRIMROSE  
PRINCESS**

Large 12 for  
 \$1.00; Medium 12  
 for 50c.

The finest yellow we grow. Neither daffodil nor yet pale yellow but in between. The florets are large, well placed, with an attractive throat and amber shading. Has side shoots for extra cutting. You will like its Regal beauty. Prolific.

**PURPLE GLORY**

Large 12 for 75c;  
 Medium 12 for  
 50c.

Not purple at all but a velvety crimson, darker throat blotches. Tall. Always a favorite.

**QUAKERESS**

Large 10c each;  
 12 for 75c; Med-  
 ium 12 for 50c.

A very tall gray flower with a creamy throat, much grayer than Rose Ash.

**RADIANT**

Large 12 for 60c;  
100 for \$3.50;  
Medium 12 for  
50c.

A delicate strawberry pink primulinus hybrid shading lighter in throat. The lower petals soft orange pink, beautifully penciled carmine. A charming color combination. Tall with a fine flower spike. In SUNROOM MIXTURE.

**RED GLORY**

Large 15c each;  
12 for \$1.50;  
Medium 12 for  
\$1.00.

A sport of Purple Glory. Very beautifully ruf-fled glistening cardinal red.

**REVUE**

Large 12 for 75c;  
Medium 12 for  
50c.

A beautiful primulinus of a soft yellow or tea color, about the last fourth of each petal is shaded a soft rose pink. To add to its charm it has blue anthers. Frenchy and attractive. In SUNROOM MIXTURE.

**ROSE ASH**

Large 12 for 75c;  
Medium 12 for  
50c.

The well known ashes of roses Gladiolus, pastel shades. Tall growing and well liked.

**ROSE MIST**

Large 12 for  
\$1.00; Medium 12  
for 75c.

Color rose-red, but more rose than red. The very edge of each petal and even the leaves are edged neutral gray. A lovely exotic spike.

**SALBACH'S  
ORCHID**

No. 1 each--\$1.50  
No. 2 " -- 1.00  
No. 3 " -- .75  
No. 4 " -- .60  
No. 5 " -- .40  
No. 6 " -- .30

Similar in form to Minuet, but pinker, and retains its color under artificial light. Large wide open blooms of heavy substance and fine placement. A robust grower and a rapid increaser. As many as ten to twelve blooms are open at once.

Bulblets 15 for  
\$1.00.

**SALBACH'S PINK**

Large 20c each;  
12 for \$1.75; Med-  
ium 15c each; 12  
for \$1.00.

A long graceful spike with six to eight flowers open at once. Clear geranium pink with soft carmine markings in the throat. A very much taller Richard Diener.

**SARABAND**

Large 12 for  
\$1.00; Medium 12  
for 50c.

Velvety bordeaux blended almost blue with cream center, much like the weave of an oriental rug.

**SCARLET BEDDER**

Large 12 for 60c;  
Medium 12 for  
45c.

True Mandarin red, lacquer red, large flowered primulinus. Loosely arranged on a bronzy spike. A different looking spike in its graceful build. Try them in a brass bowl, or Japanese arrangement.

**SEA FOAM**

Large 20c each;  
12 for \$2.00.

We have been looking for a really good white small flowered type and we have found it, white with just enough of an ivory tint to keep it from the dead white. Lovely shaped flowers, well placed and delightful. Try it in a green glass bowl with maidenhair or asparagus fern — or with a touch of some small sized flowers of shell pink.

**SEÑORITA**

Large 12 for  
\$1.00; Medium 12  
for 50c.

A different shape, new, very large wide open orange flowers with a salmon tinge, and carmine throat markings, a flower of frills and thrills.

**SHEBA**

Large 12 for 75c;  
Medium 12 for  
50c.

Large grenadine pink with red lines in throat. — Warm peach pink tones. Tall spikes of well placed flowers; early.

**SOUVENIR**

Large 12 for 50c;

Daffodil yellow primulinus, popular cut flower. Early and always good. Grown everywhere for the florist trade. In SUNROOM MIXTURE.

**SPIRIT OF ST.  
LOUIS**

**Large 12 for 75c;  
Medium 12 for  
50c.**

Soft orange red, with buff tones, red lines in throat. Medium sized flowers. Early.

**SUNROOM  
MIXTURE**

**Large 12 for 75c;  
Medium 12 for  
50c.**

This collection of small flowered varieties from yellow to coral, in the warm sunny shades is put up in answer to requests for smaller typed flowers suitable for cutting and for table use where the more graceful spikes are desired, and the large flowered sorts would be too heavy.

**TAWNY**

**Large \$1.00 each.**

A novelty that would attract attention in any garden. Unusual color and flower. Its name suggests its color.

**THE ORCHID**

**Large 12 for 60c;  
Medium 12 for  
45c.**

Name describes it. Very long narrow ruffled petals. Lavender pink marked amaranth purple. Dainty, like an orchid. With fern it makes a beautiful corsage.

**VEILCHENBLAU**

**Large 12 for  
\$1.00; Medium 12  
for 75c.**

A dark violet-blue large flowered, lighter in throat, fine spike, darker than Mrs. Van Konnenburg, so you need both. Won for us at the Biltmore show the last two years. Fine keeper when cut.

**VICTOR**

**Large 10c each;  
12 for \$1.00; Med-  
ium 12 for 75c.**

Striking blood red flower with large pure white blotches on three lower petals, white mid-rib on two upper. Award of Merit, British Gladiolus Society.

**VIRGINIA**

**Large 12 for 50c.**

The well known spectrum red, popular cut flower, rather short spike but fine and early.

**WURTEMBERGIA**

**Large \$2.50 each;  
Medium \$1.50  
each.**

Very large red with white throat. Very tall, strong growing plant. The best thing in this color. Larger than Victor. See Special List.

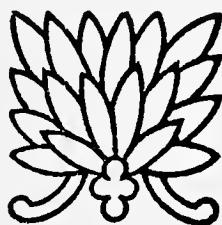
## W. H. PHIPPS

Large 12 for

\$1.00; Medium 12  
for 50c.

Last on the list but one of the best, has often been called "The Wonder Glad." Soft salmon-pink blended a little darker shade of the same color. No pink ostrich plume is any more beautiful. More flowers open at once than any other Gladiolus, in fact the whole spike may have twelve or more huge flowers open at once. Always a winner.

**AGAPANTHUS UMBELLATUS** — (Blue Lily of the Nile). In response to inquiries we are listing this fine plant for California gardens. Once planted it forms large clumps of evergreen strap-like leaves and during the summer produces heads of lily-like flowers of a beautiful shade of blue on a long strong stem; makes a fine cut flower and a beautiful blue accent in the garden. Strong roots 50c each, postpaid.



# Special Offers

## Offer "A". Our most popular color combination.

6	Mrs. Van Konyuenburg	
6	Minuet	30 large bulbs \$2.00
6	Veilchenblau	Postpaid
6	Primrose Princess	
6	Coryphee	

## Offer "B" Same varieties as above.

10 bulbs of each, in the three top sizes, for long season bloom, 50 bulbs in all \$2.50, Postpaid.

## Offer "C".

20 bulbs as in offer B, 100 in all \$4.50, Postpaid.

## Offer "D". Blue mixture, so-called "Blues," large bulbs.

5	Aida	
5	Veilchenblau	30 large bulbs \$2.25.
5	Ava Maria	
5	Van Konyuenburg	
5	New Violet	

**Offer "E". Orange Mixture. Large bulbs.**

## 5 Orange Queen

5 Gay Hussar 25 large bulbs, \$1.50.

## 5 Orange Butterfly

## 5 Senorita

## 5 Pride of Portland

### Offer "F"

12 each of above, large bulbs, 60 for \$3.20.

**Offer "G". All large bulbs.**

50 Sunroom mixture (see list for varieties)  
\$2.50.

Offer "H". Medium sized bulbs for low bowls etc.

100 Sunroom mixture, \$2.50.

## Special List of New Varieties

# General Information

**Charges** All retail orders amounting to  
**Prepaid** \$1.50 or more will be delivered postpaid to all points reached by parcel post. On orders of less than \$1.50 add 25 cents for packing.

**Guarantee** We guarantee all bulbs sent out by us to be first class stock, just as represented. Of course we cannot guarantee results of planting, etc., but should varieties not prove true to name, we will gladly make replacement. If shipment does not arrive in good condition, please notify us at once, as we insure all parcel post orders and express packages.

**Terms** Cash with order or 25 percent down and the bulbs will be sent **balance C. O. D.**, but there is a fee on all C. O. D. parcels and it is higher this year.

Important—In order to save all the red tape at both ends on C. O. D. orders, we will give an additional 5 percent of the value of the order in bulbs on all orders paid for in advance,

this saves us filling out a long slip at our end and the fee for collecting at your end and gives you extra bulbs as well as those we send with the orders.

**Shipping**                    Bulbs will be ready for shipment about November 15, but to points where freezing weather prevails, shipments from December 1 to March 15 go forward at purchasers risk.

We do sell small bulbs and bulblets, prices on request, but we do not recommend them for the average garden where space is limited and where you want results quickly. In some of the new and higher priced varieties the planting of small bulbs will be profitable, so on page 26 you will find these listed.

**Prices**                    Prices herewith cancel all previous quotations. Those who placed orders while visiting our gardens this summer may notice some changes in the prices of a few varieties which yielded a better crop than we anticipated. To those we will send extra bulbs in adjustment. We always send extra count depending on the size of the order, and feel sure when you receive the order and see the quality of bulbs and number sent, you will see why

we do not offer any of these so-called 'discounts'. If you have any special list or sizes in mind let us give you our price on them.

Order Early—We suggest you place your order early, giving the date you wish them shipped. Each year customers who order late are disappointed because we are sold out. A deposit will hold any order until the date you wish it sent. We do not substitute unless told to do so.

All orders accepted subject to prior sale.

Reference, Bank of America, Santa Maria.





## **Gifts of Bulbs**

**H**AVE you ever thought of Gladiolus bulbs as Birthday or Christmas Gifts, or for prizes? Every year we are putting up a greater number of boxes of bulbs for Gifts. We put in a fancy box any bulbs you may select, each variety named, of course, and enclose a card which you send us, or a suitable one we select, and mail them for the proper day. In the parts of the country where it is not well to ship during the winter, we send a card to arrive when you desire, saying: "At proper planting time, we will send, etc., the gift of—" then later, when we send the bulbs, we enclose a card saying, "These are the bulbs you have been expecting, the gift of—".

### **Extra Catalogues**

We are glad at any time to send a catalogue to any of your friends, and when you have finished with this, we would appreciate your giving it to some other flower lover.



## ORDER FOR BULBS

**A. H. NICHOLS**  
**SANTA MARIA BULB GARDENS**  
**S A N T A   M A R I A**  
**SANTA BARBARA COUNTY, CALIF.**

**Date of Order**

**Order No.**

**Date to Ship**

Name \_\_\_\_\_

## Address

City \_\_\_\_\_

WILHELMUS ELLIS SPENCER BROWN  
WILHELMUS ELLIS SPENCER BROWN  
WILHELMUS ELLIS SPENCER BROWN

WILHELMUS ELLIS SPENCER BROWN

